

Media Release

31st January 2022

TSA appoints advisor for science and innovation sectors

Tyre Stewardship Australia CEO Lina Goodman is pleased to announce the appointment of Dr Linda Mitchell as the first science and innovation advisor for the organisation.

This appointment is another step forward in advancing Australia's competitiveness in managing its own tyre waste stream and unlocking opportunities for the national economy, such as the 9.2 jobs created for every 10,000 tonnes of waste recycled, compared with 2.8 jobs for every 10,000 tonnes landfilled.¹

Goodman explains: "This new role is about building our capability to collaborate with, and support, science and innovation sectors critical to research and development of new products from used tyres.

"It's also about connecting research and industry to increase commercial returns, such as the creation of new markets, technology, skills and jobs."

Dr Mitchell recently completed a PhD in chemistry at the University of Sydney, and already has impressive hands-on experience through work with Nanjing University of Science and Technology (China), Durham University (UK), and the Department of Industry, Science, Energy and Resources.

"She came to TSA through a professional internship program in 2021, during which she demonstrated the value of applying scientific rigour to the collection, analysis and reporting of our data to create valuable insights," says Goodman.

"As well as being an excellent communicator, Dr Mitchell brings a fresh approach, new ideas and a strong understanding of the risks and opportunities around tyre use and recycling, including the impact of tyre chemicals on the environment.

"This appointment is also a great example of connecting science graduates with industry to establish new career pathways. I am delighted that TSA has been able to create this opportunity for emerging talent like Dr Mitchell, and am excited to see what we can achieve together."

As part of TSA's strategy team, Dr Mitchell will:

¹ [Employment in waste management and recycling](#)

- build TSA's open-access research library for use by government and industry to inform decision making
- be a key point of contact for national and international science and innovation communities
- link research to commercial opportunities and outcomes
- work with industry to address risks and pursue opportunities in finding solutions for end-of-life tyres, and foster innovation and entrepreneurship

Dr Mitchell's first report on the impact of microplastics and tyre and road wear plastics (TWRP) on community health and the environment, will be released in early 2022.

-ends-

ABOUT TYRE STEWARDSHIP AUSTRALIA

Tyre Stewardship Australia (TSA) was established in 2014 to implement the national Tyre Product Stewardship Scheme (TPSS) which aims to promote the development of viable markets for end-of-life (EOL) tyres.

Its vision is of a circular economy for EOL tyres which contributes to a sustainable society.

It works to drive sustainable outcomes for EOL tyres in Australia, by:

- accrediting participants, including tyre retailers, manufacturers, recyclers and collectors, who are committed to supporting the objectives of the Scheme
- investing in market development initiatives including research and development, and commercialisation, of new productive uses for EOL tyres
- driving the transformation of a waste product into a useful commodity, creating new industries and employment opportunities while also reducing the environmental harm caused by the illegal dumping of old tyres

Media contact

Tolga Huseyin | tolga.huseyin@tyrestewardship.org.au | 0499 270 038